



## Project Leader at Social Enterprise Incubator (Remote)

**Position:** Project Leader at Social Enterprise Incubator (Remote)

**Organization:** Accelerate Change

**Reports to:** David Ellmann, Venture Manager at Accelerate Change

**Direct Reports:** N/A

**Location:** Full-time, 100% remote position (from home or co-working space) with occasional travel once every 2-3 months

Accelerate Change is seeking a mission-driven, fast-learning, relentlessly creative Project Leader who will use lean experimentation to help new and established progressive social ventures increase the political power of communities of color and low-income communities.

### **About Accelerate Change**

Accelerate Change is a nonprofit (c3/c4) lab dedicated to catalyzing new scalable, financially-self sustainable models for progressive citizen organizing. Accelerate Change is particularly focused on developing new organizing models that engage communities of color and low-income communities, as well as organizing models that bring together diverse citizens across class and race.

We help social change organizations build the people power and financial resources needed to make the lasting public policy changes needed for all communities to thrive. Drawing upon the lessons from some of the largest and most impactful social change institutions, our theory of change is based on the idea that membership organizations can experience explosive, financially sustainable growth when they provide a robust set of benefits and services that have an outstanding value to the people they seek to organize (“functional organizing”). Learn more about our model for scalable citizen organizing in the article, “[The Secret of Scale](#)” from the Stanford Social Innovation Review.

Accelerate Change helps start-up ventures and established organizations scale their relationships with constituencies using lean startup methodologies and other business strategies. We focus on testing services (digital and offline) that provide real value in people’s everyday lives and are financially self-sustainable. Read more about our approach to experimentation in the article, “[The Promise of Lean Experimentation](#)” also from the Stanford Social Innovation Review.

Accelerate Change incubates some of the fastest growing digital organizing ventures in the country with a particular focus on organizing in communities of color and low-income communities. Incubated ventures include

- PushBlack, which builds trusted subscriber relationships with African-Americans through daily black history and news stories that then lead to political and advocacy actions. PushBlack has grown to over 3M mobile messaging subscribers (SMS+Messenger) over the past 2 years.
- Revolution English, which has developed a financially self-sustainable model for providing free online English lessons to over 500,000 immigrants, and also providing these immigrants with resources to get better jobs, immigration help, and advocacy opportunities.

Accelerate Change also works with a select group of progressive organizations, including the Human Rights Campaign, the Sierra Club, National Domestic Workers Alliance, and Pantsuit Nation to experiment with new digital media initiatives.

Accelerate Change's team of 22 staff bring a diverse mix of tech, business, organizing, and media backgrounds and deep experience with the diverse communities that we engage.

### **About the Position**

As Accelerate Change continues to grow, we're hiring a Project Leader who can partner with our growing number of social ventures to support their experimentation to increase progressive voter turnout, raise small donor frequency, raise engagement in political actions online and offline (attending marches, signing petitions, calling a senator, text banking, etc), build new revenue models, and more. You will be expected use your creativity, your ability to learn new technologies fast, and your willingness to collaborate to build political power with diverse teams across a range of progressive causes in the buildup to the 2020 elections and beyond.

The Project Leader will lead a wide array of experiments across multiple nonprofit ventures with a focus on implementing innovative digital organizing strategies. In addition to helping test new organizing strategies at existing progressive organizations, you will have the opportunity to help launch new social enterprises, including a progressive media venture. Additionally, the Project Leader will be a key member of the Accelerate Change team in facilitating cross-venture conversations and learning.

### **Responsibilities**

Here's what you could expect to do as a Project Leader:

#### **Lean Experimentation**

- Place more time and energy on running quick A/B tests of digital organizing techniques than on conducting extended meetings wondering what the best techniques might be
- Run focused, carefully designed tests to understand how to increase virality, revenue, and impact, always being sure to account for statistical significance

- Analyze the data from experiments and tests that you and your teammates have run, looking for clear results to build on from test to test
- Place a constant emphasis on listening to users through customer discovery sessions
- Serve as a thought partner and troubleshooter for venture experimentation

### **Cross-Venture Learning**

- Plan and facilitate monthly working group calls for digital organizing experimenters
- Share lessons learned with fellow experimenters in real time using digital organizing listserv
- Provide training to new ventures and new staff on Accelerate Change's digital organizing best practices
- Develop and lead retreat sessions on topics relevant to venture experimenters
- Create resources and share tools to help ventures grow and scale

### **TBD!**

- We work with a wide array of existing ventures at various stages of growth, and we continuously look for gaps that we could fill with new ventures, new business models, new monetization strategies, new organizing techniques, and new technologies. That means that what we're doing can and should shift as we seek to build innovative, impactful, sustainable solutions to the many challenges this country faces. Your flexibility and willingness to contribute new ideas will be critical to our success!

### **Qualifications**

In order to be considered for this role, you should meet these minimum requirements:

- **Commitment to social justice.** Accelerate Change is a mission-driven organization focused on creating progressive policy and political change, particularly with low-income communities and communities of color. You have demonstrated a commitment to social justice and social change through your work and/or volunteer experiences, and you want to be part of a team of people who share this commitment.
- **Comfortable with numbers and analyzing data.** You're proficient with spreadsheets and excited to wield your number-power for social change. Having a discussion about results from A/B testing, recent CTRs, and target CPAs is what you'd call a fun meeting.
- **Familiar with the basics of digital engagement.** You are active on social media, have heard of user acquisition, and think a lot about virality (or want to). You've noticed some organizations harness social media and other digital tools to engage audiences better than others, and you want to get to the bottom of what makes some digital content stick.
- **Work independently and value being part of a team.** You're known as someone who gets things done, whether your task is creative or more technical. You prefer a mix of working on your own projects and thought partnering and learning from colleagues from diverse backgrounds. You'd be comfortable working remotely with team members based all over the country and you're no stranger to video calls.

- **Desire to work with a truly diverse set of progressive causes.** You should be down to help in any way imaginable to build voter turnout of African Americans and Latinos, run criminal justice campaigns, increase donations for environmental nonprofits, help bombard senators with calls to increase women's rights, design English lessons for immigrants, organize labor unions, and more.

Additionally, significant experience working with any of the following is a plus: Facebook Messenger, Chatfuel, Instagram, Google Analytics, Google Sheets, paid advertising, graphic design, business model generation, WordPress, or conducting technical trainings.

### **Benefits**

- \$40,000 - \$50,000 salary range, depending on experience
- Flexible work hours
- Health insurance, with individual premiums fully covered and cost-share for dependents
- Educational loan assistance up to \$300 per month
- 10 paid vacation days, 6 paid holidays, and 3 paid floating holidays each year
- 5 fully paid sick days and 10 half-paid sick days each year
- 401(k) plan after one year, with 100% employer match on the first 3% and 50% employer match on the next 2%
- The kind of meaningful advancement opportunities that are unique to rapidly growing organizations (we want you to grow with us!)

### **To Apply**

Please upload your resume and cover letter in [this application](#) and, in your cover letter, address why you want to be part of a lab that creates and scales progressive social ventures.

*Accelerate Change, a project of the Center for Public Interest Research, is an equal opportunity employer. We believe that people of color, people from working class backgrounds, women, and LGBTQIA+ people must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities.*